

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 21st DAY OF OCTOBER, 2009, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 8:05 a.m. by Chair Eduardo Lopez

ATTENDANCE

Committee members:

Eduardo Lopez

Cristina Rocha

Morris Reisin

David Ouzan (Absent)

STAFF

Rosalind Guerrero – Redevelopment & Economic Development Director

Julia Osuna – Economic Development Specialist

Peter Castro – General Services

Lt. Gerardo Gonzalez – Police Department

GUESTS

Rosario Beltran – HKG Duty Free

Jimmie Jimenez – Clear Talk

Mauricio Calderon – The McMarketing

Theresa Robertson – KXO Radio

Maritza Hurtado – Barron's

Felix Encinas- Canal 66

Barbara Bernal- La Invasora Radio

APPROVAL OF AGENDA

Motion was made by member M. Reisin seconded by member C. Rocha to approve agenda as presented. Vote to wit:

Ayes:	E. Lopez, M. Reisin, C. Rocha
Noes:	None
Absent:	D. Ouzan

ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS

None

Presentation

Alberto Cisneros – Time Warner

Mr. Cisneros provided the BID with information to benefit businesses. They provide internet, video and telephone services at competitive prices. Time Warner can provide public service announcements (PSA) to the BID. He will place the Halloween Thriller Night Carnival as a PSA.

CONSENT AGENDA

Motion made by member M. Reisin and seconded by member C. Rocha to approve minutes of October 7, 2009. Vote to wit:

Ayes:	C. Rocha, E. Lopez, M. Reisin,
Noes:	None
Absent:	D. Ouzan
	Motion Passed

BUSINESS ITEMS

Website bids

R. Guerrero informed the BID the Request for Proposal for the Website Design had been extended from October 9 to October 16 at 2:00p.m. All business were notified of the extension. M. Reisin stated to accept late bids that came in after 2:00 p.m. E. Lopez agreed to accept bids received up to 5:00 pm on October 16, 2009. E. Lopez requested the additional two late bidders present at the meeting of November 4, 2009.

Conveyor Group and Spectrum bids were received before 2:00 p.m.

Conveyor Group- Aaron Popejoy, Manager provided a power point presentation. He stated it is important to build and maintain its relationship with clients. The website they design for the BID will provide key site features, no page limit, bilingual information, permit tracking, forms, calendar of events, utube, video, services to twitter and facebook. There are other services this website will offer. The Conveyor Group has local and government clients and can be viewed for samples of their work. The proposal offers training and management for staff. Conveyor Group hosts all websites. They offer easy transition to any vendor upon request. Mr. Popejoy will provide a list of websites they can review.

Spectrum – Fernando gave an oral presentation as a core-spectrum advertising company. Spectrum described itself as a team working with passion, creativity, and innovation. The BID will own its own domain. The website can be transferred to any outside vendor in the future if necessary. It offers a customized website, limit to six pages, hosting for the first year of services and then a fee, a server outside the valley with a speed of 25 megabytes. This website can be managed by any staff member of the BID or by Spectrum. Spectrum offers a design for a newsletter free of charge. They offer unlimited training to learn how to manage the website. Spectrum will provide a link to its clients' website for the BID to view.

October 31, 2009 downtown Halloween Carnival event

LT. Gerardo requested a map be provided to him to determine what streets need to be blocked for the event. The BID members discussed to close from east Paulin Ave. to west of Heffernan Ave. The event will be on Second Street, between Paulin and Heffernan. Lt. Gerardo will contact the Border Patrol for lighting. J. Osuna will provide a map to the Police Department and General services. RDA staff will be available at the carnival from 1:30 p.m. to help with the organization of the vendors. RDA staff informed the BID there are 8 vendors signed up for the event.

Borderline Media

A request was made to discuss this item at the next meeting.

Setting a Public Hearing on Business Improvement District fees

R. Guerrero asked the BID members to discuss a date for merchant meeting regarding the BID fees and informing them of what the BID represents. BID members decided Thursday, November 5th, 2009 at 7:30pm in the Arts Cultural Center. Ms. Guerrero requested a date be set to hold a public hearing to change the BID fees. The BID requested to set the Public Hearing for November 17, 2009.

Discussion was held regarding BID fees to be changed to have all businesses in Zone 1 and 2 to pay \$100.00. It was approved in March 2009 by the BID to charge \$150.00 to Zone 1, downtown merchants and \$100.00 to Zone 2, Imperial Ave. merchants. The BID members all decided it was best to charge the same to all the businesses.

Motion made by member C. Rocha and seconded by member E. Lopez for the BID fees to be \$100 to Downtown and Imperial Ave. Merchants, all the same fee. Vote to wit:


Ayes:	C. Rocha, E. Lopez, M. Reisin,
Noes:	None
Absent:	D. Ouzan
	Motion Passed

Other

A presentation will be provided by SBDC on October 22, 2009, 8:30 a.m. to 10:30 a.m., Calexico Council Chambers. "Sales, Service & Marketing in difficult times".

ADJOURNMENT

There being no further business, the meeting adjourned at 10:10 a.m.


Eduardo Lopez, Chairman